



## Did you know that 80% of visitors shop for locally made products during their stay?

(Visitor Exit Survey, Jan-Mar '05) That makes shopping on Kaua'i a \$19 million dollar a year industry. This program was created to build on this opportunity and attract more visitor shopping dollars to stay on island and support our Kaua'i businesses.

# Do you make or sell a great Kaua'i Made Product?

## Enhancing the Visitor Experience Through Authentic, Locally Made Products

The Kaua'i Made program enriches the visitor experience through another fun way to discover and explore the island. How many times has a visitor from the mainland or neighbor island asked you, "What should I buy on Kaua'i? What's something unique, that Kaua'i is known for?"

## Marketing Support Look for the "Kaua'i Made" logo

"Kaua'i Made" will be supported by a marketing program to inform visitors about Kaua'i Made products and drive to point of purchase. Participants will benefit from enhanced visibility:

- Use of the Kaua'i Made logomark on product packaging and marketing materials
- POP materials for retailers to identify Kaua'i Made products in-store
- Listing Rack brochure product guide — identifying where to shop for Kaua'i Made products
- Full page listing on the Kaua'i Made products web site — to reach visitors before and after their stay
- Other opportunities as they become available

## Who can Participate?

The Kaua'i Made program invites applications for products that are made on island, by Kaua'i-based businesses and individuals using Kaua'i materials as well as the retailers who sell these products.

A wide range of categories are welcome such as food, beauty, crafts, apparel, music, art jewelry, gifts and others. All applications will be reviewed to ensure that all participants meet the criteria and deliver a quality product experience.

## To Apply for 2006:

Both vendors and retailers of Kaua'i Made products are invited to apply. To find out more information about how you can participate, please contact:

**Beth Tokioka**  
Director, Office of  
Economic Development  
(808) 241-6390  
[kauaimade@kauai.gov](mailto:kauaimade@kauai.gov)

## Items to Prepare for Application

Please provide access to the following documentation to complete the application process:

- General Excise Tax License
- Tax Clearance Form
- Certificate of Good Standing
- Vendor category — product sample and/or photograph of product line
- Retail category — photograph of retail space and Kaua'i Products section (if one exists)
- For agricultural products: documentation of Seal of Quality, from Dept. of Agriculture

Download application — [www.kauai.gov/oed](http://www.kauai.gov/oed)